News & Notes... From the Business & Economics Liaison Librarian

Mintel Academic Market Research Database Now Available

Are you looking for consumer and market research on Canadian and U.S. industries based on primary consumer research?

**Mintel Academic** provides in-depth market analysis and market intelligence including market size, segmentation, forecasts, and insights into social media trends. Mintel’s Reports are compiled based on original quantitative and qualitative consumer research, social media research, informal and formal trade research, and desk research (secondary data and information sources).

Our subscription includes coverage of Canada’s Food & Drink, Lifestyles & Retail, and Financial Services categories as well as full coverage of U.S. categories from Automotive to Technology.

New Labour Content Now Available

**LabourSource** has been upgraded! New online content includes:

- Labour Board Decisions from across Canada.
- Corry, *Collective Bargaining & Agreement* [replaces our print loose-leaf service].
- Saxe & McLean, *Collective Agreement Handbook: Guide for Employers and Employees, Third Edition* [we also have the print edition in our Library].
- Willis & Winkler on Leading Labour Cases [updated annually].
50 New Sage Reference Titles Now Online

- We now have access to the SAGE Reference Handbook and Encyclopedia Collections for 2015 and 2016 which encompass over 50 titles, a selection of titles appear below.
- All titles allow for unlimited simultaneous users and chapters/entries may be downloaded as PDF files. All titles may be accessed via the Sage Knowledge Library Database.
What’s New? Updated Classic Titles in Finance


“This new edition features fresh material on exchange-traded funds and investment opportunities in emerging markets; a brand-new chapter on “smart beta” funds, the newest marketing gimmick of the investment management industry; and a new supplement that tackles the increasingly complex world of derivatives”. (Publisher).


“This new edition of Stocks for the Long Run answers all the important questions of today: How did the crisis alter the financial markets and the future of stock returns? What are the sources of long-term economic growth? How does the Fed really impact investing decisions? Should you hedge against currency instability?” (Publisher).


“This seventh edition of an investment classic has been thoroughly revised and expanded following the latest crises to hit international markets. Renowned economist Robert Z. Aliber introduces the concept that global financial crises in recent years are not independent events, but symptomatic of an inherent instability in the international system” (Publisher).

Are You New to Teaching With Cases?


“The class discussion inherent in case teaching is well known for stimulating the development of students’ critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. “Teaching with Cases” focuses on practical advice for instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it” (Publisher).
Welcome Mark Robertson, our new University Librarian

Mark Robertson was appointed University Librarian at Brock University in August 2016. Prior to his appointment, Mark was Associate University Librarian, Information Services at York University where his role included participation in strategic planning, policy development, oversight of programs and services in four libraries, liaison with the campus community, as well as chairing the university’s Learning Commons.

Mark is a graduate of the prestigious ARL Leadership Fellows Program (2013-2015), and the Harvard Leadership Institute for Academic Librarians (2009). In 2015 Mark was invited to serve as Visiting Program Officer for the Innovation Lab at the Association of Research Libraries (ARL). Mark earned his Masters of Information Studies from the University of Toronto, an M.A. in Philosophy from McMaster University, and a B.A. from the University of Toronto.

Electronic Reserves / Course Readings in Isaak-Sakai

- The Library Reading List tool (powered by Ares) is a new external tool which allows instructors to create lists of readings that are fully integrated into their Isaak-Sakai course site.
- The new Ares service allows easy access to readings, and library staff ensure both copyright compliance and accessibility. In addition, any scanning performed for items in Ares are completely free of charge.
- Instructors can choose to send their syllabus for library staff to enter items, or add items to Course Readings on their own.
- Please contact reserve@brocku.ca if you are interested in the Ares service.
- Instructions for adding Ares to your Sakai site: https://kumu.brocku.ca/sakai/Course_Readings
- If you choose not to use Ares, Library Reserves staff can still provide you with correctly constructed persistent links to add to Sakai.